IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A system for placing an advertisement on the monitor of a computer of a ~~subscriber~~ user of an Internet Service Provider connected to the computer via a connection having a connection speed, comprising:

a)   an Internet server;

b)   at least one application logic set stored on said server, each of said application logic sets being provided with means for causing a browser of ~~a~~ said user to display said advertisement in a non-dismissible and temporary browser window on said monitor;

c)   a registration means for accepting a request from said user to become a registered user;

~~c~~d)   a registered user database on said database for storing registered user information and computing and storing ~~the~~ said registered user's advertisement viewing history; and

e)   a compensation means for compensating said registered user for receiving said advertisement,

whereby access by said user of said Internet Service Provider triggers display of said advertisement in a temporary and non-dismissible window on said monitor and effects compensation of said registered user.

2. (original) A system as recited by claim 1, wherein said application logic set is further provided with means for determining the connection speed of said user and selecting an advertisement type best matched therewith, so that users having high-speed connections are presented with full multimedia advertisements while users with slower connection speeds receive advertisements that are less multimedia intensive and download quickly.

3. (original) A system as recited by claim 1, wherein said user's monitor has a top half, and said advertisement is presented in a browser window filling the top half of the monitor.

4. (original) A system as recited by claim 1, wherein at least one application set comprises means for generating a series of advertisements in a non-dismissible and temporary browser window on said monitor.

5. (original) A system as recited by claim 1, wherein at least one application set further comprises means for delaying display of said advertisement for a predetermined time period.

6. (currently amended) A system as recited by claim 1, wherein said ~~web site~~registration means ~~has~~ comprises at least one web page comprising a register button adapted to be placed in an "on" condition to thereby provide a registration window for receiving said user's request to become a registered user and said registered user's demographic information.

7. (currently amended) A system as recited by claim 1, wherein said <u>non-dismissible and temporary browser window</u> ~~web-site~~ has at least one page comprising a "more information" button adapted to be placed in an "on" condition, thereby initiating a one time emailing of additional information concerning the advertisement to the user, said information containing additional links to the advertising company's website, or for purchase of coupons and/or other purchase incentives.

8. (currently amended) A method for advertising to a user of an Internet Service Provider, comprising the steps of:

a)   accessing said Internet Service Provider;

b)   sending an advertisement to said user;

<u>c)   accepting a request from said user to become a registered user;</u>

~~c~~d)   displaying said advertisement in a browser window on a monitor of said user, said window being non-dismissible and temporary; and

~~d~~e)   compensating said user for receiving said advertisement provided said user has previously <u>become a</u> registered <u>user</u>.

9. (currently amended) A method as recited by claim ~~6~~<u>8</u>, wherein said display of said advertisement is delayed for a predetermined time.

10. (currently amended) A method as recited by claim ~~6~~<u>8</u>, wherein said advertisement comprises a series of advertisements.

11. (currently amended) A method as recited by claim ~~6~~8, wherein said monitor has a top half, and said window fills the top half of said monitor.

12. (currently amended) A method as recited by claim ~~6~~8, further comprising the step of displaying said advertisement window occurs after the user moves from one page or program to another.

13. (currently amended) A method as recited by claim ~~6~~8, further comprising the step of displaying said advertisement window occurs after the user closes a program on their computer.

14. (currently amended) A method as recited by claim ~~6~~8, wherein the step of displaying said advertisement window is delayed for a predetermined time.

15. (currently amended) A method <u>for advertising to a user of an Internet Service Provider, comprising the steps of:</u>~~as recited by claim 6, wherein steps "b", "c" and "d" are replaced by steps "B", "C", "D" and "E", which comprise:~~

<u>a)   accessing said Internet Service Provider;</u>

<u>b)   accepting a request from said user to become a registered user;</u>

~~B~~<u>c</u>)   matching an advertisement to a profile stored in a registered user data base;

~~C~~<u>d</u>)   sending said matched advertisement to said <u>registered</u> user;

~~D~~<u>e</u>)   displaying said matched advertisement in a browser window on a monitor of said user, said window being non-dismissible and temporary; and

E<u>f</u>)   compensating said <u>registered</u> user for receiving said advertisement.

16. (currently amended) A method <u>for advertising to a user of an Internet Service Provider,</u> ~~as recited by claim 6,~~ wherein said user has a computer having a processor speed <u>and</u> a monitor and <u>being adapted to be connected to the Internet via a connection having</u> a connection speed<u>, the</u> <u>method comprising the steps of:</u> ~~defined by the sum of the user's Internet connection speed and the processor speed of said computer, and steps "b", "c" and "d" are replaced by steps "B", "C", "D", "E" and ":F", which comprise~~:

a)   <u>accessing said Internet Service Provider;</u>

b)   <u>accepting a request from said user to become a registered user;</u>

B<u>c</u>)   determining ~~the~~ <u>said</u> connection speed of said <u>registered</u> user;

C<u>d</u>)   selecting an advertisement type appropriate for said connection speed;

D<u>e</u>)   sending said selected advertisement to said <u>registered</u> user;

E<u>f</u>)   displaying said advertisement in a browser window on the monitor of said <u>registered</u> user, said window being non-dismissible and temporary; and

F<u>g</u>)   compensating said <u>registered</u> user for receiving said advertisement.

17. (currently amended) A method as recited by claim ~~13~~ <u>16,</u> wherein~~: steps "b" and "c" are replaced by steps "B" and "C", which comprise~~:

B)   said determining <u>step further comprises determining said processor speed;</u> ~~the connection speed and computer type of said user;~~ and

C) ~~said selecting an~~ advertisement type <u>is selected</u> appropriate for said connection speed and said <u>processor speed.</u> ~~computer type.~~

18. (currently amended) A ~~method~~ <u>system</u> as recited by claim 2, wherein said connection is wireless.

19. (currently amended) A method as recited by claim ~~14~~<u>16</u>, wherein said connection is wireless.

20. (new) A system as recited by claim 6, further comprising selecting means for selecting said advertisement based on said registered user's demographic information.